

**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES -2021/2022  
LEVEL 4 - 2<sup>nd</sup> SEMESTER  
FINAL EXAMINATION  
DSU4324 – ADVERTISING AND PROMOTIONS**



**DURATION: THREE HOURS (3 HOURS)**

**Date: 25<sup>th</sup> February 2023**

**Time: 01.30 pm – 04.30 pm**

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**Instructions:**

- Answer any five (05) questions only.
- Each answer carries 20 marks.

01. What is the role of communications in the context of promotions? Explain with suitable examples.
02. “Branding” is an important aspect of developing a product. Discuss with examples.
03. Critically analyze how “attitude formation” is significant in formulating communication strategies.
04. A Marketing manager should be alert about different types of group influences in developing marketing strategies. Discuss with examples.
05. Advertising agencies play a vital role in modern organizations. Discuss.
06. Explain with examples why Marketing Research is extremely important for modern organizations.
07. An appropriate budgetary allocation for advertising and promotions is a major consideration for anyone owning a new business. Discuss.

08. What are the problems that are often witnessed in media planning? Discuss with suitable examples.

09. Write short notes on any **four (04)** of the following:

- a) Positioning by cultural symbols
- b) Significance of sales promotions
- c) Primary data in market research
- d) Re-positioning
- e) Creative services in advertising

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